

A guide for Student Ambassadors



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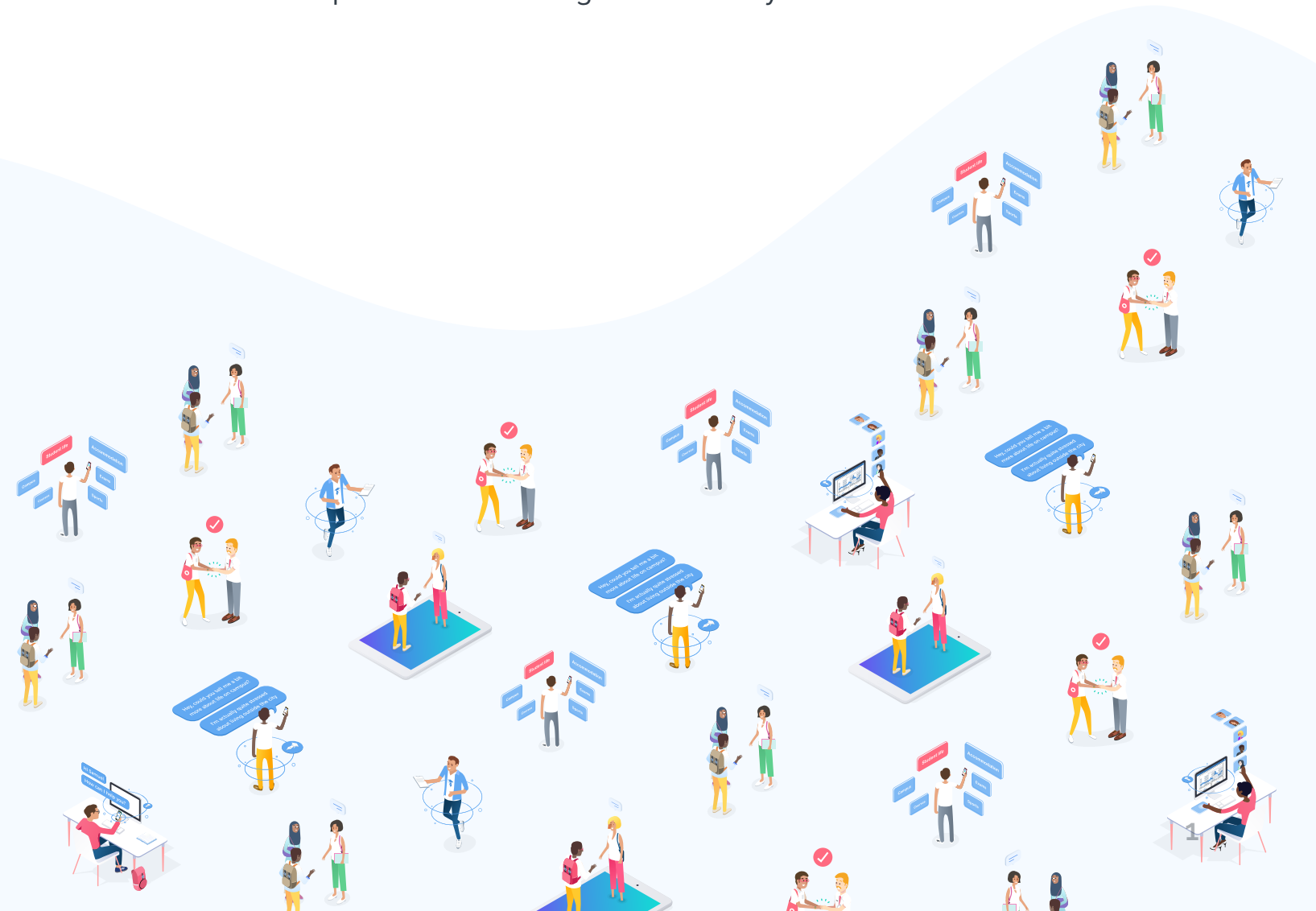


Introduction

University is pretty great, isn't it? It's a place where you grow both academically and as person, where you make new friends, explore new ideas and make memories. It's an experience that is unique for every single student, but it can be hard to capture in the pages of a website or brochure.

And that's where you come in! As a current student, you know more than most about what students are going through, and how valuable it can be to speak to someone who has been through a similar process. In order to thrive at university, you need to feel like you belong, yet will be challenged and supported in the right ways. On Unibuddy, you can give students a genuine insight into your college experience, and provide much needed reassurance.

This booklet will guide you through the Unibuddy set up process, with hints and tips on how to be a great Unibuddy ambassador.



What are my main Unibuddy responsibilities?



Answering questions about your university experience



Redirecting to web pages and departments



Creating a buzz:
Sharing your passion and enthusiasm



Chatting to enquirers



Producing short, engaging social posts



Getting set up on Unibuddy

Setting up on Unibuddy is easy and involves four main steps

01

Receive an invitation

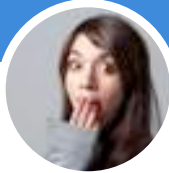
Every Unibuddy ambassador journey starts with an invitation. This will be sent via email from your university. When your invitation arrives, click the blue 'create my account' button and start building your profile - it's as simple as that!



02


Create your profile

Your Unibuddy profile is a snapshot of your personality and contains information about your course, nationality, languages, favourite classes, hobbies and interests. When students visit the Unibuddy page on your university's website, they can read your profile and get in touch via the 'chat now' button. The more information you can provide, the better, so don't hold back!

Active 10m ago

Annabelle
BSc Mathematics with Finance and Accounting (Hons)

[Chat with Annabelle](#)

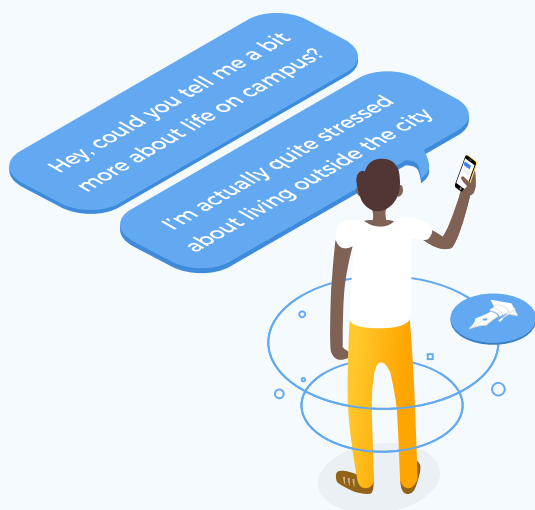
I COME FROM
Glasgow, United-Kingdom 

SOCIETIES
Finance · Horse riding · Basketball

FUTURE PLANS
As many of my coursemates, my dream is to work in Investment Banking or at a top...

[See more](#)

Getting set up on Unibuddy



03

Download the mobile app

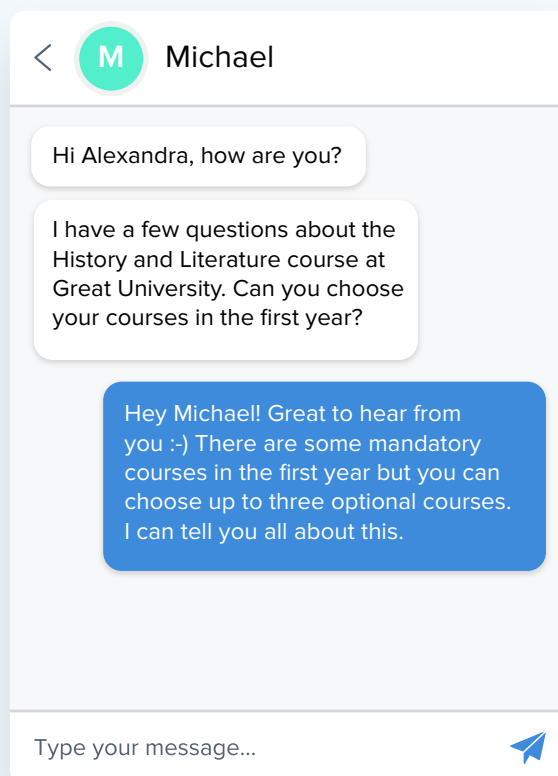
The mobile app is super easy to use and provides handy push notifications when you receive new messages. This means you can reply when you are out and about, just like a text message.

You can download the app for free from the Google Play Store and the Apple store.

04





Start chatting!

Once your profile has been created, you can login to your ambassador dashboard and start chatting! Your dashboard is a hub for ambassador activity and stores your social posts, conversations and profile settings.



Using your dashboard

Discussions

-  **Alexandra**
Hi Isabella 6m 1
-  **Emily**
No worries at all, and thank you for taking the time 20m
-  **Thomas**
I would love to ask you a question 1d 1
-  **Lorena**
Yes, absolutely! 1d

1

Inbox

Your inbox stores all of your conversations with prospects

2

Student Blog

Social posts are a fun, creative way to share your day-to-day university experiences. You can upload written blogs, video blogs and photos. Simply hit 'write blog post' and away you go!



Alexandra

BSc Accounting & Finance



Preparing For Your First Year in Halls

Trying to find housing for your first year at uni can be daunting if you are applying from abroad. It's hard to know which place is best, how close your lectures are going to be, or how to create a bank account. When I was applying

Student life · 7 min read

734 views

4

Profile

Your profile can be accessed by clicking your photo icon. Here, you can edit your biography and your profile information.



3

LOGOUT

Logout

Use this button to log in and out of the platform

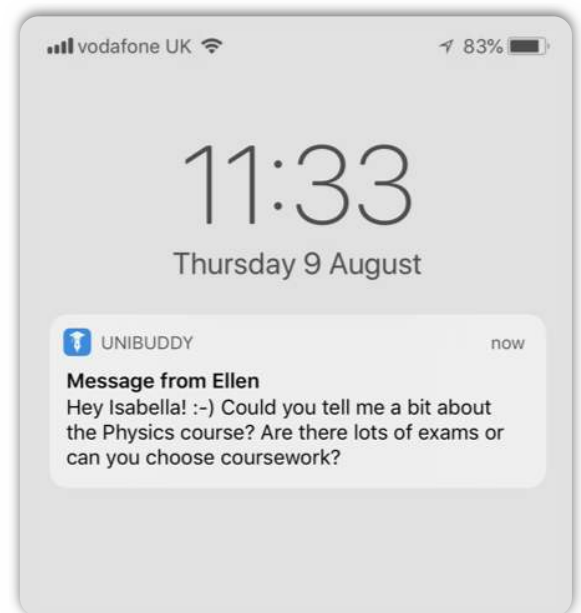


Questions? Live chat with us

We've designed Unibuddy to be easy to use, but if you have any technical problems or need some advice you can contact us by clicking the blue chat bubble on the bottom right hand corner of your screen. We are a friendly bunch, so don't be shy!

How will I know when I have a message?

Whenever you receive a new message, Unibuddy will notify you by email. You also have the option to sign up for text notifications and these will come directly to your phone. If you download the mobile app, you'll receive push notifications when new messages come through.



What if I don't know the answer?

We don't expect you to know the answer to every single question, so don't worry if you get stuck! So long as you are positive and proactive, you can provide help and support. If you are unsure of the answer, you have a couple of options:

1. Do a bit of research and share a link to the relevant web page/department/person.
2. Contact your university supervisor for advice



What will they ask me about?

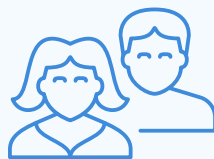
Every student is different and will have a unique set of questions. These could be influenced by their choice of course, their region or country and their stage in the application process.

As an ambassador, the key is to be genuine, and make sure that any official information you share about your university is factual and accurate. Some of the most popular topics can be grouped into three main categories:



Academic

Courses, application requirements, exams, lecturers



Social

Clubs and societies, students union, local activities, nightlife



General

Accommodation, sports, library, careers

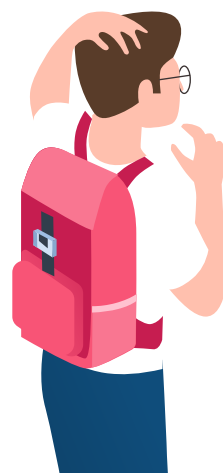
Can you help with my application?

How many seminars do you have?

Do you play sports?

Is the nightlife fun?

Will they accept my grades?



What is the teaching like?

When will I receive my offer?

Are the halls nice?

How is the campus?

How to be a great Unibuddy

Remember, there is so much more to university than studying. As a recent applicant, you can relate to how students are feeling and the big decisions they will be making over the next few months. Through friendly chats, you can make each student feel like they are part of your university community.

Keep it chatty and ask questions

Remember that you aren't only there to answer questions that a student could find the answer to in the prospectus. Alexa could do that! As a current student, you can really bring university to life and provide genuine advice on the university experience. You can also bring prospects into the student community and make them feel part of the family:

01

Find out if you share any similar life experiences: are they from a similar part of the world? Do you speak the same languages? Did you enjoy the same subjects at school?

03

Encourage students to stay in touch and check out the social posts on Unibuddy - this will give them a real flavour of university life.

Enthusiasm

Engagement

Speed



02

Ask them about their hobbies and interests: can they develop these at your university? Do you have things in common?

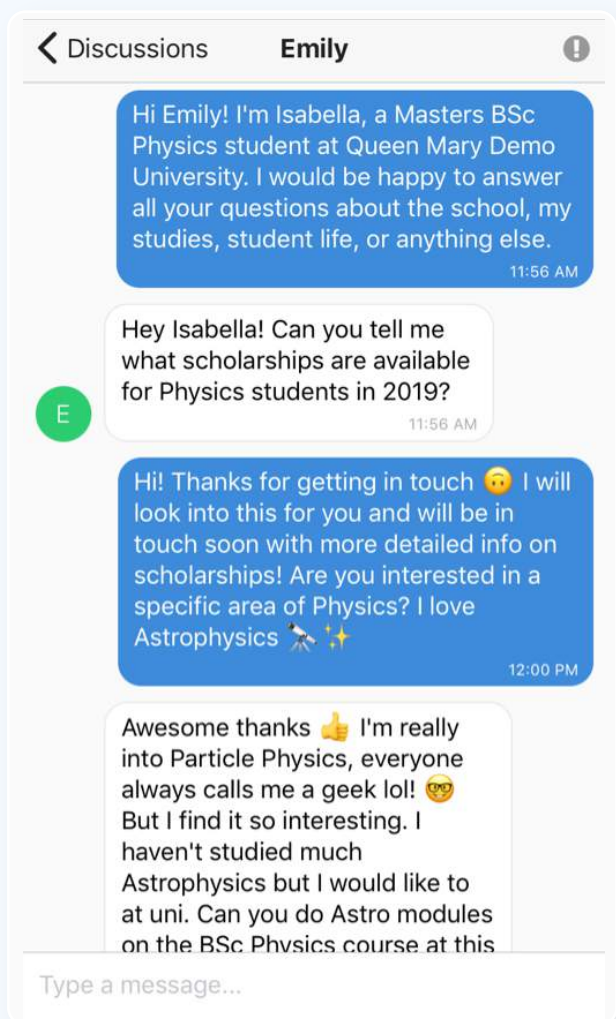
04

Draw on your own personal experiences and memories - advice and reassurance means so much more when it comes from a real student.

02

Treat it like WhatsApp

Think of your Unibuddy conversations as ongoing and avoid a super formal email style. Instead of taking ages to write lengthy replies, break up your messages and keep it chatty. Some students will have a whole load of questions and will naturally keep the conversation going, but others may need a bit more encouragement. If you haven't heard from a student in a while, why not check in with them and wish them luck in their exams or share some tips on preparing for university. All the things you'd do as a buddy in 'real life'!



03

Be speedy and keep students in the loop

Ever experienced the pain of the two blue ticks in WhatsApp? When your message has been read but no one replies? Try and avoid putting students through this on Unibuddy. If you don't have all the answers straight away and you need to do a bit of research, that's not a problem. You can still let them know that you have received their message and will be in touch soon with more info.



Online safety and important legal stuff



Online safety

Unibuddy provides a friendly, safe space to chat with students from around the world. As an ambassador, you should never be made to feel uncomfortable while using the platform, nor should you feel obliged to share any personal or social media information. It is important to be aware and take precautions on Unibuddy, as with any online activity. If you do find yourself in a challenging situation, you have two options:

01 Polite warning to student

Some students may not realise that ambassadors are unable to share personal or social media information on Unibuddy. If they are an international student for example, they may be familiar with using Skype, Facebook and mobile to communicate with a university. If you find yourself in this situation, we would recommend first explaining politely that you are unable to share this information for safety reasons. If the student continues to request this type of information, you have the option to block them, as outlined in option 2.

02 Block the student

Blocking is rarely used on Unibuddy, but if you do find yourself in a challenging situation, you can block a student from speaking with you by hitting the 'block' button in your chat window.

Online safety and important legal stuff



Important legal stuff

What not to discuss

As you don't know with 100% certainty that others on Unibuddy are exactly who they say they are, never discuss anything of a private or sensitive nature over Unibuddy. This includes matters of a sexual nature and anything about personal relationships.

Meeting a prospective student

If you agree to meet with a prospective student who you have chatted with over Unibuddy, you should only do this within a public, safe and appropriate environment. This might include meeting on an Open Day, or arranging a campus tour, meeting for example, at your university recruitment office. It is vital that you inform your university supervisor about any such meetings.

Report any inappropriate or abusive behaviour

If anything comes up in a chat that you feel is inappropriate or unpleasant, you must report this directly to your university supervisor. Your supervisor is best placed to advise on this and can decide on the appropriate action to take.

Consumer Protection and the Competition and Markets Authority

The Competition and Markets Authority has recently issued guidance to universities relating to the accuracy of information it provides. It's important for you, as university representatives, to be careful not to make false or exaggerated claims about your university which could mislead prospective students.

The sort of information you might want to be careful of are things like scholarships, professional accreditation, employment statistics, access to visas etc because these areas frequently change. By all means talk from your own experience, but steer clear of definitively saying what a prospective student will get in these areas.

Questions?

We're a friendly bunch, so please do get in touch!



www.unibuddy.com

